

# Steven Sentosa

Digital Marketing Professional, Specializing in Web Analytics, SEO, SEM-Adwords, Remarketing, Reporting and Analysis

steven.sentosa@gmail.com

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## Summary

A Technology & Digital Enthusiast, Data-Geek, Google Analytics Certified Individual, and an Online Marketing Strategist with more than 7 years of in-depth experience in Digital, Retail, Agency, and E-commerce industries. Successfully helped companies to reach Rank #1 in Search Engines, increased company's exposure and profitability through SEO, Display & Search Ads, and Lead Generation plans. A number-driven person who analyzed data for trends, anomalies, and opportunities. You can contact me at steven.sentosa@gmail.com  
Specialties: Online Marketing Strategies; Google Analytics; Digital Asset Optimization (DAO), Search Engine Marketing (SEM); Search Engine Optimization (SEO); Lead Generations; Software and Web Development; Social Media Marketing. Technical Skills: MS Offices Suites, Google Analytics, Google Adwords, C# .Net, HTML, CSS, Adobe Photoshop, Camtasia Studio, ARP3, Dreamweaver, Sharepoint, JIRA, Wordpress (CMS)

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## Experience

### **Head of Digital Marketing at Bridestory**

February 2015 - Present (4 months)

### **Associate Digital Director - Search & Analytics at Havas Media**

July 2013 - January 2015 (1 year 7 months)

OPERATION Main areas (channels) that are being managed • Organic Search Campaign (SEO) • Paid Search Campaign (SEM) • Paid Social Media Campaign (mainly Facebook Ads) • Programmatic/Real-time Buying Platform (RTB) • Web Analytics (Google Analytics & Site Catalyst) • Campaign Dashboard and Reporting ADMIN & HIRING • Setting up an operation team to run Google, Social Media, and RTB campaigns. • Establish business process and procedure to manage invoices from vendors and to clients. • Manage several team that work in multiple countries: India, Singapore, Indonesia BUSINESS • Responsible for achieving target P&L • Acquire new clients and businesses through a rigorous pitching process • Nurture current clients and upsell products & services to meet client's needs and company's target revenue. • Help clients to achieve their business objectives. This includes a detail insight analysis and business/media recommendation, with a clear KPI target, either it's a branding/awareness (Visits, Engagements, Views, Social Media Likes/Followers, or Time Spent) marketing or a performance marketing (Leads, Subscription, or Sales) TRAINING • Conduct internal training about Google's products and services CLIENTS • Banking: Citibank • Insurance: AIG, AXA • FMCG: Danone, Indofood • Electronics: LG, Philips • Automotive: Subaru • Technology: Kakao Talk • Airlines: Garuda Indonesia • Beauty & Care:

Marrie France, Bella, Svenson, The Body & Face Lab Total yearly paid media budget being managed is close to \$5,000,000.

*2 recommendations available upon request*

### **SEM and Campaign Analysis Manager at Multiply Indonesia**

November 2011 - May 2013 (1 year 7 months)

- Set the metric standards and measured the overall online marketing performance against company's Key Performance Index to make sure everything is on track and profitable.
- Produced monthly online marketing report to monitor KPI movements from all digital marketing assets and analyzed them for trends, anomalies, and opportunities.
- Managed all digital campaigns with annual budget of more than \$500,000 and increased the digital revenue by 75% with the total revenue of \$12M annually, while maintaining excellent cost ratio.
- Utilized re-targeting marketing strategies to increase site conversion rates by 300%.
- Implemented Google Analytics with its various features (Ecommerce Tracking, Event Tracking, Goal Setup, Custom Reporting, Google APIs and Google Measurement Protocol) to track websites and mobile apps in 2 different countries.

*4 recommendations available upon request*

### **SEO/PPC Specialist at ACityDiscount**

September 2010 - August 2011 (1 year)

- Managing Google Adwords, Bing Ads and various CSE campaigns with more than \$500,000 budget and \$6M revenue per year.
- Optimizing company's B2B e-commerce website (SEO) for better SERPs, speed, conversion rate and usability.
- Monitoring brand awareness and alerts in Social Media channels (Facebook, Twitter) and overall Online presence.
- Analyzing E-commerce traffic using Google Web Analytics.

### **Online Community Manager (Short-term Project) at NCI**

June 2010 - July 2010 (2 months)

- Wrote 40 blog posts to promote different apartment communities and various hyper-local events
- Optimized 20 websites for search engines using specific set of keywords
- Monitored Facebook and Twitter accounts from 20 different apartment complexes using HootSuite

### **College Mathematics Instructor at Pensacola Christian College**

January 2010 - May 2010 (5 months)

- Taught College Algebra math to 90-100 students for 9 hours each week
- Established Math Tutoring Program to provide students additional training outside class hours
- Graded and evaluated students' performances, assignments, and tests throughout the semester

### **Resource Manager at Pensacola Christian College**

August 2007 - December 2009 (2 years 5 months)

- Developed and designed Microsoft Access database application to track work orders, tools inventory, purchases, and time sheets
- Purchased lawn and garden supplies from various business vendors, e.g. Home Depot and Grainger
- Monitored and inspected inventory supply and equipments in 3 branch offices

*1 recommendation available upon request*

### **Web Developer Intern at Enesis Group**

June 2008 - July 2008 (2 months)

- Developed company's official website using HTML and PHP
- Updated company's website information as needed
- Troubleshoot server and internal computer network problems

### **Internet Marketing Specialist at Alright Then LLC**

September 2006 - April 2008 (1 year 8 months)

- Produced metric-based online marketing performance report periodically
- Managed Google Adwords campaigns: ad creation, price bid, A/B split test, budget control
- Optimized websites based on researched keywords (successfully achieved #1 on SERP)
- Generated 1500+ leads using Funneling Lead Generation Techniques
- Managed Email Newsletter for 1500+ subscribers using Auto Response Plus
- Conducted keyword research for a Costa Rica real estate company

*1 recommendation available upon request*

### **IT Technician at Milestone Technologies**

July 2006 - September 2006 (3 months)

- Listed computer's data, components and its future placement for company migration
- De-installed and re-installed computers and servers for company migration
- Provided post-migration support both for hardware or software issues

### **Grounds Department Crew Chief at Pensacola Christian College**

May 2003 - May 2006 (3 years 1 month)

- Led a group of 4-5 people to do garden maintenance (mowing, edging, pruning, and cleaning)
- Created weekly job schedule for Main Campus crew to complete lawn care duties
- Monitored garden tools availability at the main office and two branch offices

### **Lead Christmas Decorator at Pensacola Christian College**

August 2004 - December 2005 (1 year 5 months)

- Organized a group of four people to set Christmas lights all around campus in the specific place using specific design patterns
- Decorated Christmas lights arrangement for PCC Christmas Light Concert

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## Volunteer Experience

### **Head of Multimedia at God's Beloved Church (GBC Jakarta)**

October 2013 - Present (1 year 8 months)

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## Languages

**English**

(Native or bilingual proficiency)

**Indonesian**

(Native or bilingual proficiency)

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## Skills & Expertise

**Online Marketing**

**Google Analytics**

**HTML**

**CSS**

**SEO**

**Social Media Marketing**

**Wordpress**

**Google Adwords**

**PPC**

**SEM**

**Email Marketing**

**Lead Generation**

**WordPress**

**Social Media**

**E-commerce**

**Digital Marketing**

**Online Advertising**

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## Education

**Pensacola Christian College**

MBA, Business Management, Finances, Accountings, 2007 - 2010

Activities and Societies: Graduate Assistant, lecturing, chaperoning events, referee paint ball

*2 recommendations available upon request*

**Pensacola Christian College**

B.S., Computer Science, Software Engineering, 2003 - 2006

Activities and Societies: Alpha Chi Delta, Rejoice Choir, graduated with Cum Laude, listed in Dean's List

**University of Indonesia**

Computer Science, 2002 - 2003

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## Honors and Awards

Google Analytics Individual Qualification

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## Certifications

**Google Analytics Individual Qualification**

Google

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## 10 people have recommended Steven

"I have been working with Steven in his capacity as Havas digital consultant. I am happy and impressed with his expertise on digital marketing, from planning, execution, tracking, reporting and analytic. He has business acumen too."

— **Ronny Tan, CPM**, was Steven's client

"Steven is one of select few of rare local digital talents that I am proud to associate with. He is exceptionally skilful and knowledgeable on his subject matter (search/analytics) and even beyond. Steven has a superb attitude and can-do mentality. I always enjoy working with him as well as our conceptual conversations."

— **riadi sugihani**, *CEO - Havas Media Indonesia, Havas Media*, managed Steven at Havas Media

"I worked closely with Steven as he managed our SEM, SEO, and Google Analytics configuration in Indonesia. During this time, Steven delivered very significant improvements in the performance of our SEO and our paid campaigns. Steven proactively manages himself and can be relied upon to continuously suggest improvements that increase ROI. I commend Steven to anyone seeking to maximise their SEM and SEO performance."

— **Stefan Magdalinski**, *CEO, Multiply.com, MIH Internet*, managed Steven indirectly at Multiply Indonesia

"Steven is a specialist you want to work with. He is strong academically due to his educational background, yet also very strong in working with tight deadlines. Steven is willing to share his knowledge to others, willing to give a hand when needed. He put his heart in his work. No matter how tight, but he can still find fun and pride in doing it, and can spread the energy to others."

— **Fitri Hayatunisma**, *Manager, Business Analysis, Multiply Indonesia*, worked with Steven at Multiply Indonesia

"Steven is one of the few select individuals I can bounce off ideas with. He's a data-driven search marketer and digital strategist always banking on this performance based initiatives. It's always a pleasure working

with someone as passionate as Steven who has a "can do" attitude, which is always refreshing in any organization. I highly recommend him."

— **Jurgen Estanislao**, *SEO, Paid Search, Content Development, Email Marketing, Creatives, and Analytics, Multiply*, worked with Steven at Multiply Indonesia

"Steven has a rare skill set in digital industry, e-commerce of advertising. He is well mastering SEM and SEO as well as Google analytics. Its very difficult to find talent with that skill, I took 6 months to search for SEM expert and lots of interviews before I finally recruit Steven and Im very happy I had him. If your company is looking for people to help you maximising Digital Advertising ROI, or you just about to start advertising on digital and you want to make sure that your investment delivering a good return, you will definitely need Steven. He will be the one that could suggest you what campaign to run in what medium and will give you the rate of expected ROI. He is also independent, he work under minor supervision but he get things done. He is also proactive and will comes to you to suggest new implementation to improve the ROI."

— **Edward Kilian Suwignyo**, *Assistant Vice President Marketing, Multiply Indonesia*, managed Steven at Multiply Indonesia

"Steven is a very organized person and always make sure that everything got taken care of. He is very tech savvy and enthusiastic about online business. I am sure that Steven will be successful in his future career."

— **Fandy Santoso**, *Supervisor, Pensacola Christian College*, worked with Steven at Pensacola Christian College

"Steven provided all types of technical services for my start-up marketing business. He is extremely knowledgable, easy to work with, and has an excellent work-ethic. I would highly recommend him as an employee."

— **Karen Duval Lovendahl**, was Steven's client

"Steven has a strong commitment to getting the job done right. As his instructor as Pensacola Christian College, I observed his desire to learn and grow throughout his studies--not just "get by." Couple with this his personable nature, and Steven has the character and skill set that successful organizations value most."

— **Eric Bostwick**, *Dean of Business, Pensacola Christian College*, taught Steven at Pensacola Christian College

"Steven is an outstanding MBA student. He blends knowledge and practice and is a confident presenter. While a master's student, Steven also served as a graduate assistant and taught algebra. I highly recommend Steven."

— **Greg Lowhorn**, *Faculty & Dept. Head, Dept. of Accounting and Business Administration, Division of Business, Pensacola Christian College*, taught Steven at Pensacola Christian College

[Contact Steven on LinkedIn](#)